

2071967416Note for Nelson, Jack

From: Morgan, Jim
Date: Fri, Aug 27, 1993 9:19 AM
Subject: V Year Plan
To: Nelson, Jack
Cc: Wexler, Larry

Here are some issues in no special order:

-Discount Portfolio Management ✓
-Marlboro asset allocations(total/packings) ✓
-Retail Masters...right stores ? payments too high in new world ? ✓
-Demographics shifting against industry ? PMUSA? ✓
-How will we know we won ? we lost ?
-Other Premium Brands..milk? tactical support?go for turnaround? ✓
-New Products--appropriate overall strategy? ✓
-Private Label exit strategy? Next moves? ✓
-How to get productivity in marketing..not just cut activities? ✓
-How to resolve Region 5 weakness ? ✓
- ...Specific plan for high FET scenario ? ✓